

ABSTRACT

Method and system are disclosed for managing consumer feedback in an electronic content management system. The method and system of the invention includes a mechanism for consumers to provide feedback regarding the content that is published. The feedback is routed to the appropriate personnel responsible for publishing the content. In this way, the disconnect between what the consumer would like to see or cares about and the content that is published is closed. In addition, the consumer feedback triggers monitoring of the consumers content accessing activity, which allows the consumers consumption pattern to be tracked on an individual basis. This information may then be used to better define the content that get published in order to match the consumer's interests.